



City of Santa Barbara

SIGN COMMITTEE (SC) SUBMITTAL PACKET

- ☐ Sign Committee Submittal Requirements and Applicant Checklist
- ☐ Sign Application Project Statistics
- ☐ El Pueblo Viejo (EPV) Conformance Questionnaire
- ☐ From Application to Building Permit
- ☐ Sign Review Process
- ☐ Sign Committee Levels of Review

Sign applications, with all the required information outlined in this packet, are to be submitted (including applicable fees) either in person or by delivery to City of Santa Barbara Planning Division, 630 Garden Street, Santa Barbara, CA 93101; or mailed via United States Postal Service to City of Santa Barbara Planning Division, P.O. Box 1990 Santa Barbara, CA 93102.

For current fee information, contact the Planning & Zoning Counter at (805) 564-5578.

For a complete application submittal, please also obtain the following:

- (1) A [Master Application](#), and;
- (2) [Outdoor Vending Machine Submittal Checklist](#) (if applicable).

SIGN/BUILDING & ELECTRICAL PERMIT REQUIREMENTS:

After receiving final approval for a sign, the applicant is responsible for having a licensed contractor **obtain a building permit (additional fee), install the sign**, and call for a building inspection with Building & Safety Staff **within six (6) months of the approval date**. **Sign Committee/Conforming Sign approvals are not valid unless** a building permit is issued and a final inspection approval has been obtained. Please contact the Building Division at (805) 564-5485 for questions regarding permit issuance.

***NOTE:** All businesses/vending machines must have a valid business license/vending permit. Please contact the City of Santa Barbara Finance Department, Business License office at (805) 564-5341 for further information regarding necessary applications and fees.

Please note that these forms are also available on the City's website at <http://www.santabarbaraca.gov/Resident/Home/Forms/planning.htm>

Please be advised that all submittal materials (including plans) are subject to the Public Records Act and may be reproduced for the public without agent/owner authorization.

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City of Santa Barbara

SIGN COMMITTEE (SC) SUBMITTAL REQUIREMENTS AND APPLICANT CHECKLIST

This checklist is required to be submitted with all Sign Applications. Check the appropriate boxes listed below for each category to identify that the information has been provided and sign the end of the checklist. Incomplete applications may be halted and returned to the applicant. Turn in this checklist, photographs, and plans with a completed Master Application along with any other forms listed on pages 7 & 8 of this packet. (El Pueblo Viejo (EPV) Conformance Questionnaire and Project Statistics Form)

- ☐ 1. **MASTER APPLICATION** (to be filled-out completely with names, addresses, etc.)
- ☐ 2. **SIGN APPLICATION PROJECT STATISTICS FORM** (to be filled-out completely as it pertains to the leasehold space or subject property)
- ☐ 3. **EL PUEBLO VIEJO (EPV) CONFORMANCE QUESTIONNAIRE** (to be filled-out completely for all signs in EPV).
- ☐ 4. **COLOR PHOTOGRAPHS (1 Set)** – photographs are to be stapled separately from the scaled plans:
 - ☐ a. Photographs to adequately describe the site with all “signed” sides included and coded “a.”, “b.”, “c.”, etc., to match indicated location on site plan.
 - ☐ b. Photographs of all existing signs on site and those to remain.
 - ☐ c. Photographs of adjacent buildings and their signs.
 - ☐ d. Photographs of sites across the street showing the neighborhood character.
 - ☐ e. Photographs must be clear, legible, in color AND a minimum of 3”x 5” size. Digital photographs are acceptable if they are of the same quality as printed photographs. Dark, discolored, Polaroid or instamatic photographs are unacceptable.
 - ☐ f. Mount and label each printed photograph for submittal on foldable 8½” x 11” paper (loose photographs are unacceptable). Digital photographs may be printed on 8½” x 11” white paper. Label photographs with the project address & the relationship of the photograph content to the project site.
- ☐ 5. **SCALED DRAWINGS (2 sets required) See page 7 of this packet for examples:**
 - ☐ a. Sheet size maximum 11” x 17” (unless approval of larger size is obtained from City staff).
 - ☐ b. Drawings must be labeled with one of the following scales: 1/8”, 1/4”, 1/2” or 1” = 1 foot, **except** for the Site Plan which may be at a maximum scale size of 1” = 20 feet.
 - ☐ c. Plan sheets must be numbered (example: 1 of 3, 2 of 3, 3 of 3).
 - ☐ d. **Site Plan** (1”=20’ is acceptable) with complete property lines & dimensioned to include:
 - ☐ i. Locations of existing and proposed signs;
 - ☐ ii. Call out the linear frontage of the building at the main entrance to the business; and
 - ☐ iii. Include a Vicinity Map, showing accurate location of property to surrounding streets.

- ☐ e. **Scaled Drawing (1/8", 1/4", 1/2" or 1' = 1 ft.)** of the proposed sign(s) with:
 - ☐ i. exterior dimensions, letter heights, thickness, specific type faces or fonts, & area in square feet;
 - ☐ ii. color rendering of signs;
 - ☐ iii. specific bracket designs (if proposed);
 - ☐ iv. all electrical signs labeled by an approved testing laboratory; and
 - ☐ v. method of attachment for hangings signs and wall signs and weight of signs indicated.
- ☐ f. Ground sign applications shall include foundation details and identify existing and proposed grades.
- ☐ g. **Building Elevation(s)** – provide building elevations or portion thereof showing the location of all signs (1/4" scale = 1 foot scale is preferred for building elevations).
- ☐ **6. COLORS AND MATERIAL SAMPLES (1 Set):**
 - ☐ a. Samples are to be mounted on paper as noted below (loose material and color samples are unacceptable).
 - ☐ b. Attach samples on foldable 8½" x 11" white paper or 8½" x 11" lightweight cardboard. Label the attachment with the project address, the manufacturer's name and the color code number of the sample/s for all proposed signs.
- ☐ **7. LIGHTING:**
 - ☐ a. Show any existing and/or proposed lighting, its location, & intensity.
 - ☐ b. Submit the manufacturer product literature for any new light fixtures to be used.
- ☐ **8. LANDSCAPING:**

Applications proposing planting are required to show a specific landscape plan with existing & proposed plant materials, sizes, locations, and with common plant names.
- ☐ **9. EXCEPTION LETTER (if applicable):**

A proposal to erect a sign that does not comply with the provisions of the Sign Ordinance requires an application for an exception, along with the sign application, and required exception fee. An exception letter for such a proposal is required to be submitted that includes the type of exception(s) being requested and the grounds for the exception(s) as specified in Section 22.70.070.B of the Sign Ordinance.
- ☐ **10. OUTDOOR VENDING MACHINES*:**

When outdoor vending machines are proposed, submit the required information outlined in the "Outdoor Vending Machine Submittal Checklist".
- ☐ **11. FILING FEE** (based on square footage of all new signs and level of review required).

Please sign and date this sheet to acknowledge that you have provided all of the required information, listed above. Note that application processing may be halted if an incomplete submittal is received.

Project Address _____

Signature (Applicant or Agent)

Date



City of Santa Barbara

SIGN APPLICATION PROJECT STATISTICS

PROJECT ADDRESS: _____ EPV DISTRICT? ☐ Yes ☐ No

BUSINESS NAME TO APPEAR ON SIGNS: _____

APPLICATION FOR: (Check all that apply)

- ☐ New sign(s) ☐ Face change(s)
- ☐ New sign program for multi-tenant complex ☐ Move existing sign(s) to a different address or location
- ☐ Other (describe) _____ ☐ Removal & replacement of existing sign(s),

EXISTING CONDITIONS:

Building street frontage at main point of entry for business: _____ feet. Allowed sign area: _____ sq. ft.

Number of tenant/units in building: _____ Floor level occupied by applicant? _____

Does a Sign Program exist for the building or complex? ☐ Yes ☐ No ☐ Proposed

LIST EACH EXISTING SIGN(S) TO REMAIN UNALTERED ON SITE FOR THE BUILDING OR LEASEHOLD SPACE:

	TYPE/MATERIAL	ILLUMINATED (yes/no)	SIZE (dimensions)	AREA (sq. ft.)
1.				
2.				
3.				
4.				
5.				

Total existing sign area to remain unaltered: _____

PROPOSED NEW SIGNS:

	TYPE (wall, ground, etc.)	MATERIALS (wood, vinyl, etc.)	ILLUMINATED? (If yes, internal or external)	MAX LETTER HEIGHT (in.)	SIZE (dimensions)	AREA (sq. ft.)
A.						
B.						
C.						
D.						
E.						

Total Proposed Sign Area of New and/or Re-faced Signs: _____

Total Sign Area Proposed for Site (Unaltered Plus New): _____

EXCEPTION REQUEST:

Is the total proposed for the site under the allowable for this location?

☐ Yes ☐ No (If no, an exception is required.)

Exception(s) requested? (If yes, provide letter and related fees. The letter should justify why the Sign Committee can make all three findings as stated in section SBMC§22.70.070 (B) of the City's Sign Regulations.

☐ Yes ☐ No



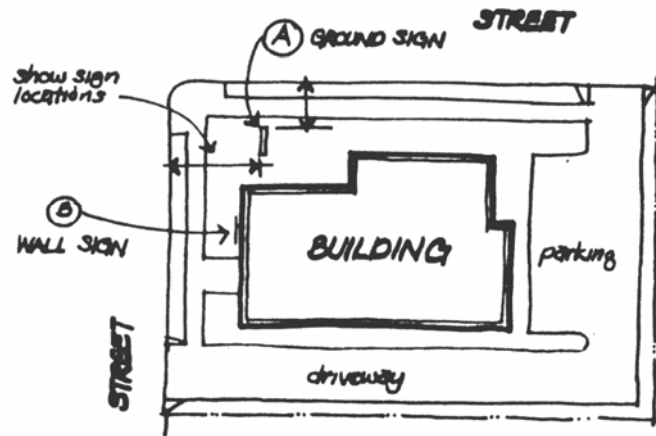
City of Santa Barbara

EL PUEBLO VIEJO (EPV) CONFORMANCE QUESTIONNAIRE

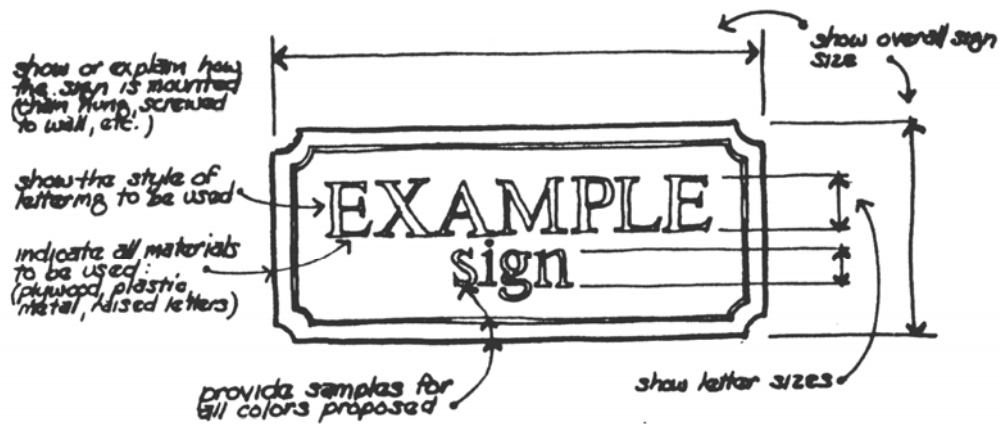
Please complete the questionnaire below to demonstrate how the proposed design of the sign(s) conforms with the Sign Review Guidelines and Ordinance specific to El Pueblo Viejo Landmark District.

1. The sign is appropriate to the Hispanic architectural tradition of Santa Barbara and traditional sign design:
☐ Use of traditional materials
☐ Traditional font
☐ Colors appropriate to EPV
2. Is lighting for sign proposed? ☐ Yes ☐ No
 - Is lighting decorative and historical in character or concealed? ☐ Yes ☐ No
 - Is lighting screened by landscaping? ☐ Yes ☐ No *If Yes, landscaping in EPV must conform to the EPV Guidelines List of Preferred Plants and a landscape plan must be submitted. List conforming plant names: _____*
 - Manufacturer's cut sheet for each proposed fixtures must be provided.
 - Is the proposed lighting in a traditional Hispanic style? ☐ Yes ☐ No
 - Specify the lighting intensity, which should Not be a high output fixture
☐ Incandescent
☐ Fluorescent
☐ Neon
☐ Other _____
(Sample of the proposed material fixture may be required.)
3. Specify the font (lettering) style and size. _____
 - Is the logo and lettering a Spanish style? ☐ Yes ☐ No
4. Are symbols or three-dimensional forms are being used? ☐ Yes ☐ No
5. Are Spanish terminology and the use of 16th to 19th century graphic modes being used in the proposed sign design?
☐ Yes ☐ No
6. What materials are to be used?
☐ Wood
☐ Steel
☐ Paint
☐ Silk-screening
☐ Other *(Sample of the proposed material using the proposed finish and font style should be provided by the applicant.)* _____
Do the proposed materials conform to materials as specified in El Pueblo Viejo District guidelines and/or ordinance?
☐ Yes ☐ No
7. Are tile or stone proposed to be used in flush mounted signs? ☐ Yes ☐ No
 - Specify the Manufacturer Name, color, and style to be used. _____
(Please provide a sample.
8. Is a new bracket proposed? ☐ Yes ☐ No
 - Is the bracket to be made of wrought iron? ☐ Yes ☐ No
 - Is the design in conformance with EPV Guidelines.? ☐ Yes ☐ No
9. Does the proposed sign incorporate an inventive representation of the use, name or logo of the structure?
☐ Yes ☐ No
Does it comply with El Pueblo Viejo District Guideline Standards? ☐ Yes ☐ No

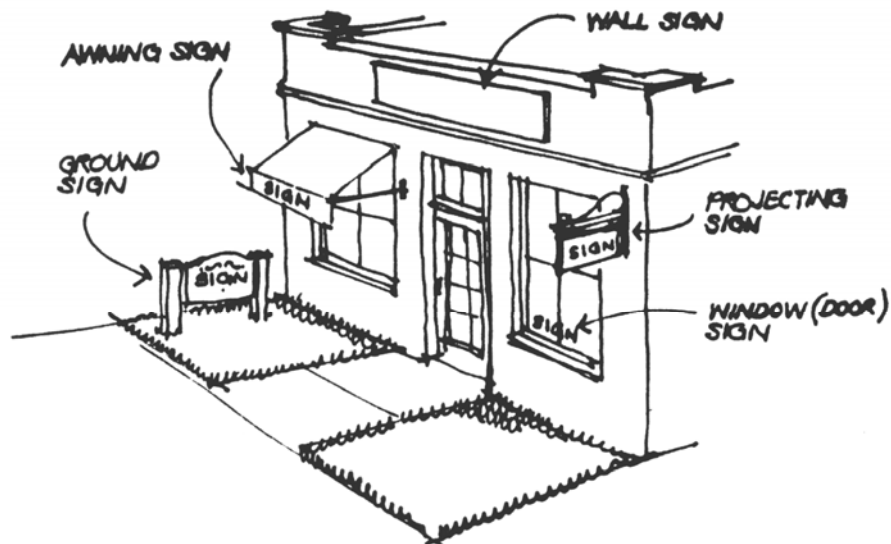
SITE PLAN



SCALE DRAWING(S) OF PROPOSED SIGN(S)



TYPES OF SIGNS & ELEVATIONS



SIGN TYPES:

- WALL:** A sign affixed or painted directly on an exterior wall or solid fence, the principal face of which is parallel to the wall or fence.
- HANGING:** A sign attached to and located below any eave, roof, canopy, awning or bracket.
- WINDOW:** Any sign printed, attached, glued or affixed to or behind a window or within four (4) feet of the inside, designed to be viewed by the public from streets, malls or parking lots.
- PROJECTING:** A sign which projects from and is supported by a wall of a building, with the display surface of the sign perpendicular to the building wall. Projecting signs are also known as blade signs.
- AWNING:** Any sign or graphic attached to or painted on an awning or awning canopy.
- GROUND:** Any sign which is supported by one or more uprights or braces on the ground, not to exceed six (6) feet in height above grade measured at the adjacent right-of-way.

LETTER HEIGHT:

If the project is in the El Pueblo Viejo (EPV) Landmark District, the maximum letter height is 10". No plastics or plex-faced signs nor internally illuminated signs are allowed. If the project is not in EPV, the maximum letter height is 12". Any sign with letter height in excess of these limits will require an exception.

ALLOWED SIGN AREA:

Commercial building with three or less tenants:

Allowed sign area equals linear street frontage at the main entrance on a 1:1 ratio up to a maximum limit. Please refer to SBMC 22.70.040.A.3 for further details on signage limitations.

Any project requesting more sign area than that allowed will require an exception.

Commercial building with four or more tenants:

- Allowed sign area is equal to one half (½) the linear frontage of the leasehold width at the main entrance. A tenant occupying a space which is not on the ground floor also is allowed ½ the leasehold width in area.
- If the building or complex maintains a group identity, a sign program will be required to apply to all tenants.

Please see the Sign Ordinance (SBMC §22.70) and the Sign Committee Sign Review Guidelines for more information.



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FROM APPLICATION TO BUILDING PERMIT

- I. A complete sign application is filed at the Planning and Zoning Counter. This document is provided to serve as a guide to the process for obtaining sign approval and a building permit for the sign/s.
- II. Staff determines the appropriate level of review for the submittal - either Conforming Sign Review or review by the Sign Committee.
- III. If review by the Sign Committee is required, the meeting will proceed as follows:
 - A. The Chair will introduce the item address and business name.
 - B. The applicant will present the proposed signage to the Committee.
 1. Include all signs currently at the site and note any signs that will remain.
 2. Identify each proposed sign and its location.
 - C. Additional information from Staff (if needed).
 - D. Questions and comments by the Committee.
 - E. Committee consideration of Findings and Conditions of Approval.
 - F. Motion, discussion of motion, action and vote by the Committee.
- IV. Any action taken by the Sign Committee may be referred or appealed to either the Architectural Board of Review (ABR) or Historic Landmarks Commission (HLC) according to the appropriate jurisdiction. Subsequent decisions of the ABR or HLC may be appealed to the City Council. A Sign Committee appeal must be filed with the Community Development staff at 630 Garden Street within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision. The appeal must be in writing, include the reason for the appeal, and the appropriate filing fee.

If a Sign Committee appeal is heard by the ABR or HLC, that action or decision may also be appealed to City Council by filing an appeal at the City Clerk's Office at City Hall (735 Anacapa Street). The appeal must also be in writing, include the reason for the appeal, and be accompanied by the appropriate filing fee.
- V. All signs approved by the Sign Committee require a building permit. The applicant is responsible for obtaining a Building Permit¹ from the Building and Safety Division and meeting the Sign Committee Conditions of Approval. If the Sign Committee approval is subject to corrections or conditions, revised plans must be submitted to Sign Committee staff prior to applying for a building permit.

A. **Permit Issuance Requirements:**

- ☐ All signs approved by the Sign Committee require a building permit. Sign permits shall be issued by the Building & Safety Division of the Community Development Department for signs and related hardware that have been approved by the Sign Committee. Electrical signs, signs that require footings, and signs that weigh over 100 lbs. shall be reviewed by a plans examiner or building inspector; **and**

¹ Must be issued to an appropriately Licensed California Contractor with a valid City of Santa Barbara Business License.

- ☐ All signs and their related hardware, including: footings, brackets, fasteners, wiring, fixtures, components, and appendages shall be installed by an appropriately licensed California contractor.² *Note: Proof of insurance and property owner authorization may also be required.*

Exception: The Building Official may approve the removal and replacement of signs by other qualified persons provided the sign has an existing bracket, or is mounted flat against a wall, the sign itself does not weigh more than 10 lbs., is not more than 6 ft. above grade, or is painted on an existing surface.

B. Conditions of Approval applied to all Sign Applications:

After receiving Sign Committee approval, the applicant may pick up two (2) sets of stamped plans from the Planning and Zoning counter the day following the approval for the applicant to apply for a building permit. If the Sign Committee approval is subject to corrections or conditions, revised plans must be submitted to Sign Committee staff prior to applying for a building permit. The following conditions apply to all signs approved by the Sign Committee:

- ☐ The applicant is responsible for obtaining a Building Permit from the Building and Safety Division prior to the installation of any approved sign. The final inspection date will be automatically scheduled within 30 days. *Note: Building permits for sign approvals expire six (6) months from the approval date if no inspection is performed.*
- ☐ The Sign Committee approval is granted for a specific tenant at a specified location as described on the application.
- ☐ All signs shall be installed, located, constructed, and maintained as shown on the approved plans.
- ☐ The Sign Committee shall approve materials and colors to be used. All materials shall be specified on the plans and color samples provided to Staff. Any deviation from the approved materials and colors will require explicit approval of the Sign Committee.
- ☐ If a building permit is not obtained and the approved sign(s) is/are not installed within six (6) months from the date of approval, the approval automatically expires and will become null and void. However, one six-month time extension of the Sign Committee approval may be granted by the Community Development Director or his designee, if the proposed plans, materials, and adjacent areas remain unchanged.

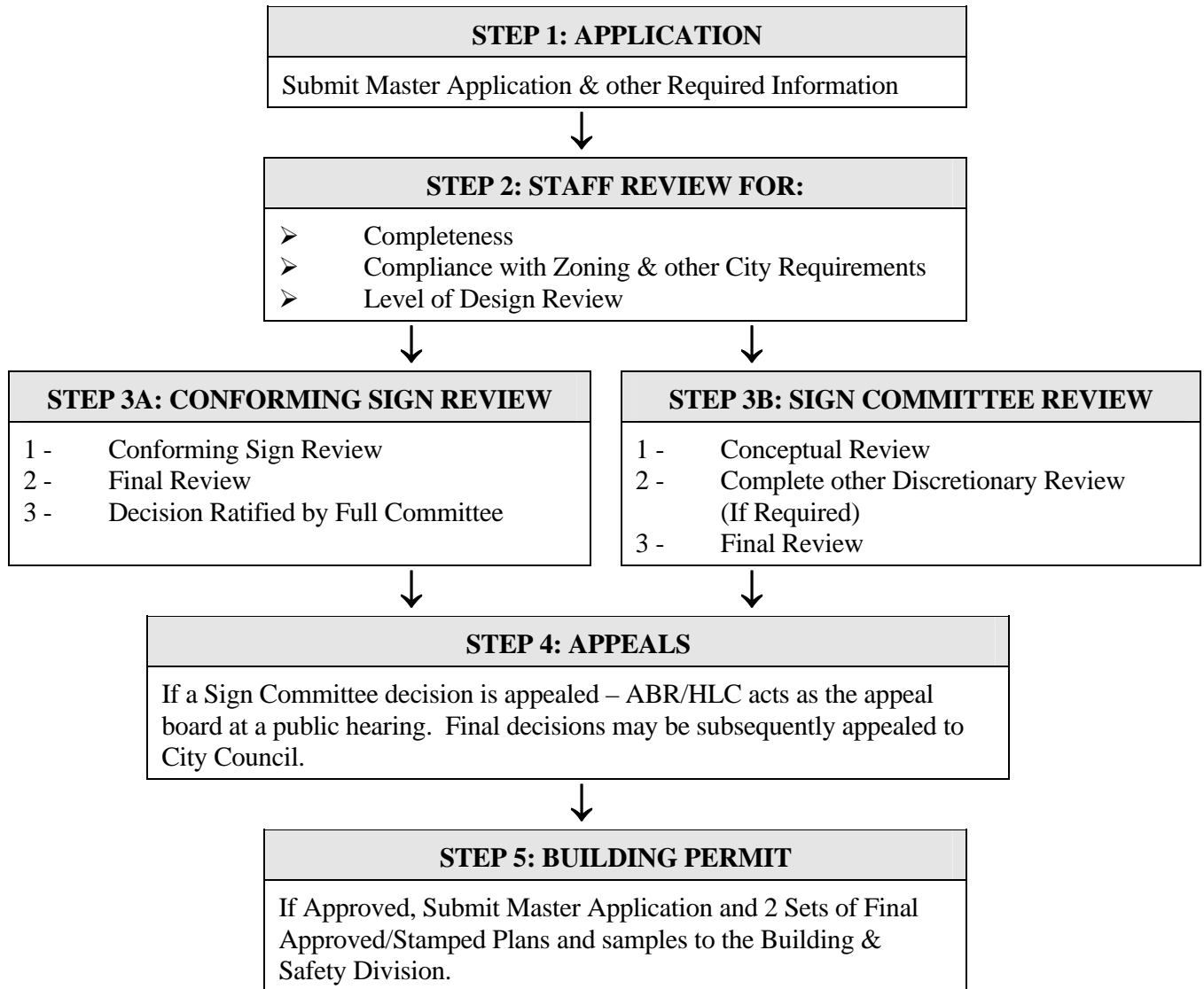
² Sign painting contractor D42
Electrical sign contractor C45

A General Contractor may install signage providing such contractor is performing other unrelated work on the same site.



City of Santa Barbara

SIGN REVIEW PROCESS





City of Santa Barbara

SIGN COMMITTEE LEVELS OF REVIEW

- **CONCEPT** - This is the first level of plan review for a project at Sign Committee. Applicants are encouraged to come in with sketches and/or very conceptual drawings. The Committee usually gives comments to guide the applicant on the design of the project so that it can advance to the next level of review, which is preliminary. The Committee may give a final approval if sufficient information has been given and no other discretionary review is required.
- **FINAL** - This is the second level of plan review for a project at Sign Committee. If the completed working drawings for the project meet all of the conditions set at the conceptual level and the plan details are provided, such as color samples, roof materials, window details, door hardware, and exterior lighting fixtures, then final approval may be granted.
- **REVIEW AFTER FINAL** - This is the third level of plan review at Sign Committee available for projects that have been given final approval. Review After Final occurs when there is a proposed change to a project after final approval has been granted. An applicant must submit a supplemental application along with revised plans and appropriate fees.
- **CONFORMING REVIEW** - This level is primarily for sign proposals that clearly comply with the Sign Ordinance and Sign Review Guidelines. In addition, the Sign Committee may also direct some projects or portions of projects to the Conforming Sign Review for approval.